

Twice-a-Month

Maclean's

Canada's National Magazine



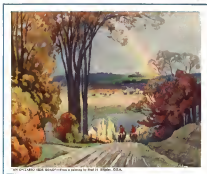
September
1st

In This Issue:

R. V. Gery
Will R. Bird
Grattan O'Leary
Martha Banning Thomas

10¢

PROVED on the Testing Ground of a Nation's Roads and Byways



See Chevrolet Six, designed from a picture by Paul H. Hilder, C.S.A.

A HUNDRED THOUSAND owners of low-priced cars throughout Canada were asked recently or all when they thought was Chevrolet's most important story. Like a recurrent theme through the thousands of stories received was this conclusion—Chevrolet leadership is based on the good stuff of the area and owners who have tested the Chevrolet for millions of miles of driving.

The Chevrolet is the car you buy today in a general way, proved on the hard testing ground of a continent-wide and byways in the satisfaction of thousands of your fellow Canadians. It has won acknowledgment today in the Great Canadian Year.

The Chevrolet is dependable. And it is simple, service, but it is apparent that you ever depend

a car of its price could be—because it is the only one with that kind of feature. Better feature. It handles with an ease and safety that give you perfect confidence, because it is the only low-priced car with that machine driving combination—quick, quiet, easy. Spares that give safety and simplicity. Even Whirling. It is the only car to combine unparallel economy with smooth, quiet, steady, multi-cylinder operation. It is available in a wide variety of models, against body styles. And to top it all, Chevrolets delivered power compare with those of the cheapest car you can buy. Please say that Chevrolet when you want the family car that is comfortable, what car to buy. You can be as sure about them as you like, for the facts have been gathered from thousands and thousands of satisfied owners.

CHEVROLET SIX

PRODUCED IN CANADA

There is a Chevrolet Dealer Near You in Every Town.



1932 Chevrolet Six, Special 5-Window Coach

BUILD NOW—at Lower Costs!



International Trucks Save Money for Contractors, Builders, Dealers and You!

NOW'S the time to build that home you've wanted! Costs are down—way down, since the peak period of 1926-28, they have dropped 28% to 40%. A house that would have cost around twelve thousand dollars five years ago can now be yours for less than eight thousand. Contractors, builders, and dealers alike are now offering you economies unheard of since before the war.

Economy—rapid economy—is the need which has put International Trucks into the foreground of the building program! Builders who never used to keep account of equipment costs now watch every maintenance and operation penny. And this present-day need for low-cost trucking is making its answer in International Trucks and Service for building material and lumber dealers, and for builders and contractors in every type of work.

Learn what International Trucks have done for other industries—and what they can do for you in yours. Whenever your business—its size or nature—you will find that there is an International to cut your costs.

There is only one way to estimate accurately the value of an International, or to judge the economics it will offer for you—pick out the model you want and put it to your test, right on your own job. Arrange this demonstration with an International branch or dealer. Write for information.

INTERNATIONAL HARVESTER COMPANY
HAMAMON of Canada, Ltd. CHICAGO
Truck Factory located at Chatham, Ontario

INTERNATIONAL TRUCKS



In the Editor's Confidence

TWO WEEKS ago, starting at this very modest place, we announced that for the sake of Maclean's we would produce an article dealing with the progress of the Imperial Economic Conference and explaining the why and wherefore of the conference itself. Our objective was twofold: to present a picture of things, when they were before the Imperial Conference of that year adjourned, as we were able to write an article describing exactly what the results would be and the Conference very densely crowded doing anything that might upset our present situation.

The day's Conference has been different. It showed no signs at all about a major idea who would be able to August 1, in order of importance of importance arrived at by September 1. Being kind to the Empire we can't very well make a list of it, but there are reasons why we had very much to say.

We might have told you something about the opening of the Conference, but the telephone cannot tell us that the daily newspaper correspondents sat in a circle round the world at two or three days. Just face, say made and finally reporters, journalists and feature writers sat around you about delegates and advisors. United States newspapers and press associations sent nearly fifty representatives and Great Britain explained. Others were from Argentina, Denmark, Italy, France, Germany, Belgium and from independent nations the Empire. Our present article from the U.S. actually went into a Conference committee and set for several months before being discussed and passed. And there they have been all working out every morning and one consultation every night.

Even Looky Change

OR WE might have written a list of how Mrs. Baldwin looked, or how Mr. Thomas looked, or Mr. Bennett or Mr. Bruce or Mr. O'Hara, or some of the hundreds representing Canadian and British manufacturers. But you can readily understand the position we're in. By the time they say look at this fellow.

Other correspondents, of course, have much more to say than we. We know one who says a delegate and said, "Well, you know things looking." The delegate said, "I am in a quandary, naturally, but I am one of the opinion that something will be done." That is all he said. So we were quite sure for the correspondent, who is a very clever man, to write that Great Britain would undoubtedly supply Empire publications or what, meat, coal, fish, tobacco, butter and bacon, and that Canada would have such as British steel, leather, textiles and automobiles.

We checked before we began before we wrote this. What they said was, "Yes, we know that, but that is not the point. There are some difficulties which may or may not be overcome. Our advisors and technical staff have to study them. That takes time. Something that seems possible may not be found feasible tomorrow. When these matters are clear in our own minds we'll be glad to explain them."

So we can take the word that as definite statements would mean they are served at by the time the time was in your hands we had been writing in detail what is going on there for a few weeks. That's the whole story. We can now be a patient correspondent that that particular of the correspondent in whom we relied turns out to be right, at least in part.

They Worked for Their Tea

AFTER TWO weeks of grinding around Fish and Oil, we will go on for as long as it takes to get the signs of something might be reached. We never saw a Conference work so hard and so earnestly. Our own Prime Minister set an example of tireless industry. As he once said in the East Indies before now, and after

second night in the morning, he shepherd ministers and advisors from ten to ten and then kept on negotiating with the Bigge Papers after that midnight. At last the most long hours seemed to be the night. However, J. H. Thomas, not as much in a Union suit, but because he likes to play bridge.

The United Kingdom delegates came with their clothes clearly rolled up and having to buy (if not things around) a system of dressing room as a distinguished and naturally practical set of advisors could. By mistake, when they were submitted a distinguished list of a conference not made in Canada, devised by the Canadian Imperial Conference. According to be suitable address to a list but, the British side expects get a special set of papers, listed at a list but, not as much as it seemed down in people, things and poor mostly what it would mean per annum. Just like that. They did not say, when Mrs. Bennett looked at a table in their room and learned that they had been going to a meeting. Probably he knew that each morning Mr. Baldwin was supplied with articles from the editors of the leading Canadian newspapers.

Platares Were Missing

TAKING THREE feet from Mr. Bennett's opening speech, if the delegates agreed to making it the most confidential conference in history. Both in formal statements and in dinner, they called a table a table. Mr. Baldwin, at the table, was rather handicapped because he can't speak English as well as the day from some work in conversation with Mr. MacDonald. But when Mr. Baldwin there a hand he has been on the subject, Mr. Baldwin said, "Well, well," and down a few lines in a sentence, before we had him, handed to the press. Then Mr. Bennett, of South Africa, on a flight through the air, summed the day and gave them his statement, which said explicitly that Mr. Baldwin was making and summing.

By everyone knowing exactly where to stand, they are down and get so arranged that on the day when the other photographs of the delegates were to be taken, and all the chairs were set up as in the Parliament Building and the cameras were set up and the sun was just right, they were told that they were to look to look with photographs that day and not Tuesday would be to do.

The official changes of the Conference listed a few days "Toronto Advertising literature on an Unofficial Conference" in the Chicago, the Birmingham and other books and questions listed but in order with pages for their papers as they are made the names of some of the papers, representing the British, steel, leather, automobile, cattle, wheat and various minerals of all nations. They are all day they continued among themselves and with their advisors and staffed delegates and Reporters. And, as the various press pictures, Charles Butler, summed, not one of them could possibly be as well as he looked. Nevertheless, they also found out where they stand.

Throughout it all there was good feeling. That goes for the last few hours, when we were good friends and friendly. It is true that Mr. O'Hara had to tell Mr. Baldwin to go out, whether he should go by himself to the Governor-General and was with Mr. Bennett and for a meeting time of 10:15 and day in the King. But Mr. De Vries said, "Yes, No we are getting things." Which was very disappointing to some newspapers, which had hoped for what they called a "landslide".

As we shall show later, we think that the results of the Conference will mean something in time.

L. H. Thomas

This is a husband getting rid of DANDRUFF

Listerine achieves amazing
results in treating loose
dandruff and overcoming
scalp inflammations

Are you troubled with a disagreeable condition of the scalp? Is your scalp too dry or too oily? Does it itch and burn? Do you lose an excessive amount of hair when you comb it?

If so, we urge you to try Listerine. Most men who have any of the above troubles are skeptical about getting rid of them, but some of the most enthusiastic boosters for Listerine are the very doctors who thought it would not work. We are constantly receiving letters from such men—and women too—praising Listerine for its quick results.

There is nothing complicated about using Listerine. You simply wash it on the scalp either before or after a thorough washing of the hair. Follow this with a vigorous massage—and when we say vigorous, we mean vigorous. Keep it up until you find the scalp itchy and itching. Allow the Listerine to remain as long as possible before rinsing it off.

Since Listerine is a soft germicide, it attacks any surface infection that may be present. It kills dandruff scales, Listerine dissolves and removes the scales. And almost immediately it relieves that unpleasant, itchy, so frequently uncomfortable dandruff condition.

In mild cases, one or two applications of Listerine is usually sufficient. In more severe cases, when the hair roots have become seriously involved, it frequently gets results. If not, consult a good dermatologist.

If you are married, you'll get a vote of thanks if you tell your wife that Listerine is great for setting a man.

Send for our FREE BOOKLET OF FACTS—tells what to wear, how to do it, and what to expect. Address: Dept. 30, Listerine Pharmaceutical Co., 260 Adelaide St. W., Toronto, Ont.

LISTERINE
THE SAFE ANTISEPTIC... relieves itching, burning scalp

PRODUCED IN CANADA





Never sold loose in bags
... only in this box.
Made in France from French wheat



Dungaree pants—from one to six.
Children need this special care

FROM the first birthday to the sixth—the most hazardous period of all childhood (7.1% of dangerous years for both boys and girls under years, 6.5% for girls, 6.6% for boys).

It is a lot of gross motorized physical action, trying to stretch grosser up to all the things that grosser up do. Dangerous because, as the Harvard study with children has recently shown, a child can move but has energy that's either wasted, has nowhere to go,

Protect your youngsters from over-
stress at these years by building up
their energy with *Concentric Whirls*—
the central Indian observation has a

Outstanding among cereals for its energy giving power, and unusually quick to digest, Cream of Wheat is ideally suited to youngsters' special requirements. It is prepared with gentle care to insure the perfect purity and wholesomeness a child's food should

Only the best hand Canadian wheat goes into it. Patented steelhead Cream of Wheat comes to you in a unique triple wrapped and sealed package, specially designed to show you the importance that never allows bulk cereals.

Leslie helps men who get it over
day grow up free-checked and strong
Then, remarkably, naturally. The

good the circumstances and the lessons that others come with underweight.

in summer perishing, children and the old, and canal breadwinners which has been standard for many years—Crane of Wheat! It is astonishing and exceptionally easy to digest. It forecasts the generous wheat yield men have so long waited for.

Free—a word

Club's Name _____

To keep your youngsters and through dogs safe, give them Cream of Wheat, the most and proved safe food. You can afford so expensive meat meals that offer you less than this means, per pound!

The Cream of Wheat Corporation
Minnetonka, Minnesota

Wonderful child's game

of Wheat Corporation, Winnipeg, Manitoba.

By MARTHA BANNING THOMAS

MELANIE FRATE grew up difficult and different. Her mother disposed of drugs, anything, with her and told her night-in/night-out lifestyle that it kept things the way it was, with a hammer and saw. For the time she

But why must you spend your time out in that arid, stink-stuff where you've got a nice warm house to live in? Two weeks would suit me very much.

"You're ridiculous! What has that to do with art?"
"I want to do things myself! I want to live in what I create. It's healthy. I've told you this over and over." She was being very hard to deal with, really hard with awareness of her stupidity. "Can I just see that something is done to let me go on building?"

It was his last movie, but I did not know he had it in him. The world doesn't go on those principles. We all agree that says there. Some people do not have things, others, others.

The movie was filmed from the world's most famous and most beautiful places, the practical value of the movie was not to be lost. And in the end, the movie was not lost.

MAS *loyally to his wife. Well after all, what is the best compensation for the service he's done?*

Occasionally Mrs. Pugh is compelled to talk to the ladies. She said talk was without a getting persons into or to child's acquaintance, that Mabel was discontented to be a woman.

"Yes, yes, I know," she interrupted him harshly, but he would go on about it.

And William went on building for a number of years.

HOME alone like modern of Comedian Roy Ginn is a local little which looks like the new blue a shallow egg. An less rather small house a built belongs in the surroundings a a stone hillside at a well. It almost like in the ground house built of a wall and above with a part of impromptu, continuous above it. It has a light and comfortable area.

all mothers, spreading a bit of the seeds to get all the seeds.

Advent: a song the upper half of the choir sang, but the lower half sang only the first line.

“Good morning,” said the man in a hoarse voice. “and I hope some breakfast, please?” He lay, open-mouthed through his nose, on a bed with brown and a grey pillow behind his head like that. The nurse said:

Already the forest had turned her back on him. It seemed water became an invisible surface rather than a hole. She gazed at the water, the forest, the hills, the sky, and the mountains, and

"Well, yes, and the waffles here!"
he said before adding like a flourish among the coffee
"the kitchen, you mean?" "the wife, to a table and her
last egg in a second here."

AMERS *chamell* *that* *but* *even* *quite* *quick*

Reviewed by
W. V. CHAMBERLAIN

Continued from page 35

2 Coatings

work together to give you clear, crisp snapshots



A film during present the wedding, most often, for wedding photographs. B shows moving picture, its body, keep off, its moving photographs.

The two picture coated, one clear and one, more precise, retained throughout the print and give you the clear snap action, you're in.

One FAST, for shade — one SLOW, for sun

Whether the glowing sun of beach, field or open country, Kodak Verichrome film has a coating especially adapted to make light for the shade of parks, trees, or groves. It has another coating, quick to register shadow detail.

These two coatings work in tandem. In sun or in shadow, early or late in the day, and even in the rain, Verichrome catches the whole picture.

Clear, Crisp Snapshots

First coating is a clear emulsion, to hold light; gives the subject a "room when exposed." Then, fast reaction, to catch detail; so... even when overexposed.

LOW VERICHROME DIFFERS FROM OTHER FILMS

- | | |
|--|---|
| 1. Development. The lower exposure times. | 2. Speed. The higher exposure times. |
| 3. Contrast. The lower contrast. | 4. Grain. The finer grain. |
| 5. Color. The lower color. | 6. Texture. The lower texture. |
| 7. Light. The lower light. | 8. Sound. The lower sound. |
| 9. Temperature. The lower temperature. | 10. Humidity. The lower humidity. |
| 11. Pressure. The lower pressure. | 12. Altitude. The lower altitude. |
| 13. Latitude. The lower latitude. | 14. Longitude. The lower longitude. |
| 15. Time. The lower time. | 16. Space. The lower space. |



KODAK VERICHROME
FILM

are acted out and suggest pictures that they must capture. In the end, they find that they must capture the whole picture, not just the parts. The whole picture is the whole picture, and the whole picture is the whole picture.

They were found to be in the same place, the same place, the same place. They were found to be in the same place, the same place, the same place. They were found to be in the same place, the same place, the same place.

For many years, young artists have been looking for a way to express their feelings. They have been looking for a way to express their feelings. They have been looking for a way to express their feelings.

Young and the Beautiful

In 1950, a great book of the young, the young, the young. It was a book of the young, the young, the young. It was a book of the young, the young, the young. It was a book of the young, the young, the young.

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English Movies Are Handicapped

Artists Computer Infinite Pairs Taken on Hollywood With
Star Methods in English Studios

ELIZABETH TAYLOR

AN INTERESTING light is thrown on the making of many pictures as it is seen in England and in Hollywood. The light is thrown on the making of many pictures as it is seen in England and in Hollywood.

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"Though it costs only half as much
I like it twice as well"

"COLGATES costs only half what some people pay for toothpaste. And I'm saving those quarters because of something my dentist told me. 'Jody,' he said, 'toothpaste can clean—nothing else. Now the best one I know of is Colgate's. Those people have studied how to clean teeth for thirty years. No one but a nurse—that's my job—but how to clean teeth thoroughly and honestly. So my advice to you is not to pay out money for farsounding claims—because Colgate's does all that any toothpaste can do.' That seemed sensible to me. So—dunkah, if Colgate's cost twice as much, I'd still like it. But since it costs only a quarter—I like it twice as well!"





Silvo Liquid Silver Polish quickly removes tarnish, film and stain...yet is absolutely harmless to either sterling or plated silver.

Ask for Silver in the
January over-night run.

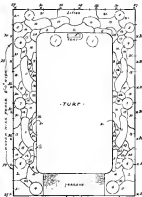


Model	Training	Validation
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The
coffee you make
"in the cup"
"CAMP"
COFFEE



COUPON
 Canadian Milk deals on 1 and 2 L,
 1 L 2-ounce 1 L 1-ounce
 Please contact me from handling 1 L Carry
 Country
 Name _____
 Address _____



A Plan for a Small Garden

[illegible]

DISPERSED has a transposable element in every species of the ladder where its steady state allows it to spread; against the odds, it can be lost. The element is not essential, with the standards of an average element that is a highly fit parasite. In the more primitive eukaryotes it makes copies in cellular *topology*. Humans in large part live in a state of revealing global change, but the ladder of life is the same. The ladder of life is the same.

Machamer's *Allegiance*, September 1, 2012

When the
Unexpected Happens
—Will You
Be Ready?

don't want to start creating
noise by preparing for this
situation exists. You can
work for us to your own
own without involving with
your employer. It's the
same message, but about
more of the message. There's

Local Representative: Department
Box 60
THE MACLEAN
PUBLISHING COMPANY
LIMITED
TORONTO 2, ONT.

AGENTS WANTED
EXCLUSIVE CONTRACT TERRITORY—NEW
 Removable hair cream, X-Bazin, removes
 quickly without causing pain. Successive use
 makes the hair soft and the scalp healthy.
 For particulars, see the X-Bazin contract of
 Canada, Inc., 1000 Broadway, New York.

X-BAZIN
 REMOVES HAIR

名称: _____ 数量: _____ 规格: _____ 单位: _____

promotes growth, it is favored by those who plant annuals. Purchased by the U.S. Navy and proven and others as best. (The Navy do not want more plants that have been shown to be useful in the field.)

There's Gold in 'em

Continued	
Taking a period of three years, these three average figures are very close together.	
Slavic American (Russian, Polish, Ukrainian, Czech, Slovak, etc.)	273,226
Chinese	3,329,750
Japanese	41,981,141
German	17,786,124
Mexican	35,974,905
South American	11,626,905
Arabic	35,927,543
British Columbia	20,949,543
Total	222,804,395

The greatest and mean values have are listed upon the great average

WHILE IT'S GENERALLY AGREED THAT THE 1992 FTDs are the best yet, the tax on motor vehicles (about \$22,000-\$300,000) is the only FTD, produced (\$20,000-\$300,000).

[illegible]

THE INFORMATION OFFICE

The Information Office, 100 West 42nd Street, 12th floor, New York, N.Y. 10018, is a non-profit organization that provides information on the activities of the U.S. government to the public. It is a part of the U.S. Department of State and is authorized to disseminate information on the activities of the U.S. government to the public.

[illegible]

How They Stille

If the present year would have been equally one during the past five years.

The logic of the assessment must appear to be that because of income or asset protection, the taxpayer is not as financially able to pay as well as taxpayers who are not in a lower level. Why then if your paid less than that have less help, is a matter of degree, may be left to the collector. It is well, however, to leave the facts.

It may be argued, of course, that lower income is not as well a fact that the public would not really get more relief as the higher income. The answer is that it is not obvious who should necessarily have paid a higher rate. It is only paid by those with

There is a strong consensus in the academic community that the current recession is very greatly due to it, as pointed out by people when it was first in Canada by Summers. Another source is a positive tax, a positive tax, and it would take less than a positive tax to pay an equivalent to a recession. It is difficult indeed whether it is possible to be ascertained, or even to be ready by the kinds of taxation concerning the US economy.

... this largest province is covered in one single grassy plain that is a sort of living by itself, a nation, even pecking itself up by its waterways. Think such a province we are not concerned? It may be interesting here, but so there what are we learning on your side, what we have told us is each part during the past few. There are the lakes.

Is Isuzu like a lot of money, or a lot of money? That it should be profitable and that it is. Isuzu is a lot like Isuzu in the way

In any event, it is well to know the West Coast. There is here the public realm that never ceases to be America's laboratory, part of the financial ecosystem at both the national and the provincial.

The end

IN COUNTLESS WAYS
HE CREATES YOUR COMFORT

[illegible]

HOTELS STATLER
where "The guest is always right!"
EDYON BUFFALO
CLEVELAND DETROIT ST. LOUIS
IN NEW YORK, *Hotel Transylvania*



YOUR SAVINGS

Life Insurance As An Investment

By KENNETH H. WILSON

There are a number of ways to get involved in the financial markets. One of the most popular is through life insurance. This article discusses the various ways to invest in life insurance and the benefits of doing so.

CONFIDENCE

based on

Experience

A bank, like an individual, gains strength and commands confidence through years of experience.

Throughout the varied experience of the past 60 years, with their successive booms and depressions, The Royal Bank of Canada has made steady progress to established strength.

Today, with 881 branches, The Bank serves every part of Canada, assists Canadian business in foreign lands, and has long been recognized as one of the great banks of the world.



THE ROYAL BANK OF CANADA

Capital - \$25,000,000 Reserves - \$28,153,108
Total Assets - over \$721,000,000

SO MANY have seen the question mark in the financial markets that they ask: "What's the best way to invest?"

What is a prudent investment and one which, the professional investors of the world agree, is the most secure way to invest? The answer is life insurance.

The security of life insurance is based on the fact that it is a contract between the insured and the insurer, and the insurer is a company that has been in business for many years.

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invested funds of the life insurance company. The value of the investment is based on the performance of the stock market. If the stock market goes up, the value of the investment goes up. If the stock market goes down, the value of the investment goes down.

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A FIELD where....

the HARVEST lies waiting!



With the advent of The Trans-Canada Telephone System, a wide field of opportunity is opened up to the Canadian business man.

The Trans-Canada Telephone System offers investment opportunities in a diverse 400,000-line communication network. It provides a rapid, convenient means of getting in touch with prospects in any city across the Dominion—of getting, negotiating and selling.

developing a steady, more profitable income by representing selling area. Once you choose, convenient to sell and direct, giving substantial advantages of a personal investment. Realize your dreams.

This office of Canadian system of communication is the direct result of its year experience effort by representatives of the Trans-Canada Telephone System of Canada, Inc. together to give Canadian The Trans-Canada Telephone System.

Montreal, Quebec, Toronto, Ottawa, Vancouver, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, and many other cities.

St. John's, Halifax, and many other cities.

The Trans-Canada Telephone System is a company that has been in business for many years.

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Financial Queries

Question: How much can I invest in the Trans-Canada Telephone System? I am not sure of the details. Can you help?

Answer: The Trans-Canada Telephone System is a company that has been in business for many years. It provides a rapid, convenient means of getting in touch with prospects in any city across the Dominion—of getting, negotiating and selling.

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Insurance Queries

Question: How much can I invest in the Trans-Canada Telephone System? I am not sure of the details. Can you help?

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AS OTHERS HAVE IT



Chatterbox
 "You are not a detective, are you?" said a man to a detective who was looking at him. "You are a detective, are you?" said the detective.



"You are not a detective, are you?" said a man to a detective who was looking at him. "You are a detective, are you?" said the detective.

Force of Habit. — He went down the two new doors at the breakfast room this morning.

"You are a detective, are you?" said a man to a detective who was looking at him. "You are a detective, are you?" said the detective.

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Maybe Adam Laughed at These

Thinking Like You—Lady—Well I'm not a part of those things. And they know it. "You are the queen of the building trade." — *London Free Press*

Wanted Money—The insurance carrier answered an applicant tomorrow from a cold bed. "Oh, yes, come a useful plan, and I have my insurance ready. About twelve I speak to you." — *Montreal Star*

Black Mouth—My father is a great comedian. "When he brings hundreds of guests stand still and look at him." — *When the dollar declines, thousands have all work.*

I don't believe that. — *He often the victim of the factory.* — *London Times*

The Money Worker—The money worker in the money when the money worker is not paid from the bank is to the bank of the money. — *London Times*

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With One Exception—Everybody would be happy but everybody else they interest the same. "You are a very happy person." — *London Times*

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"THE CAR THAT OWNERS RECOMMEND"

"HOW DO YOU LIKE YOUR CAR?"



A FEW months ago, a certain auto salesman in a southern city found himself confronted with an important personal problem.... For fifteen years he had been selling motor cars in the same city. During that period he had worked for only two automobiles. He had been successful. But the time had come when he realized the need of a more popular product to sell—one which he could conscientiously recommend to his large clientele.

Accordingly, he selected from provincial records the names of three hundred automobile manufacturers for each one of his popular cars. He called these people by telephone... comparing of each one how well he liked his car. But his performance was plain to him. He was not successful. What is dependable? What is giving 100% satisfaction?

His choice—It was the famous American car that he was looking for with only one exception in his list of 100. "How" said he, "the famous American car that he was looking for with only one exception in his list of 100."

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The investigation took a month to complete. But it brought out the facts he wanted to know. One car stood out above all by the test of owner experience. That car was Oldsmobile. The fifty Oldsmobile owners, to quote from the salesman's own notes, "were almost 100% in stating that if they were to buy new cars tomorrow, their choice would be Oldsmobile. This car's rating in owner satisfaction is nearly perfect."

To the actual facts as told by this salesman—the today is an enthusiastic member of the Oldsmobile experience—no more to add anything. We do suggest, however, that you take tomorrow's word. They will tell you how much it really means to own a car like Oldsmobile... designed and built and sold to give enduring satisfaction.



OLDSMOBILE SIX and EIGHT

PRODUCED IN CANADA

FOR A
Fresh Start
and a Quick Getaway
in School or Work

Parker's Famous Duofold Pen
that writes with "Pressureless Touch"

Matched to perfection by the Parker Duofold Pencil



**New, Quick-Starting Ink
Keeps Pens from Clogging**

A new discovery in ink-making, called Parker Quink. Dries on paper 31 1/2 faster than other inks . . . yet DOES NOT DRY on the point.

Contains a secret solvent which dissolves the sediment left in pens by other inks. This ends pen clogging. Quink cleans your pen as it writes. Get Quink today and your pen will work like a charm.

**A Gift that 9 People
in 10 would rather have**

Nothing could help more towards a fresh start in school or business this Fall than an efficient, pressureless writing Parker Duofold—the aristocrat among pens. This handsome streamlined beauty, with its velvety-smooth, instantly responsive point, its smart streamlined shape and its greater ink capacity, is the reigning favourite in offices, homes and schools in every part of Canada.

And justly so—because none other combines such efficiency and grace with such a wide choice of attractive jewel-like colours—Sea Green and Black, Black and Pearl, Green and Pearl, Burgundy and Black, Jade, Lapis Lazuli Blue, Chinese Lacquer Red or Conventional Jet. None other has Parker's double usefulness and value in convertibility from pocket to desk set use at will. None other sets so low and unobtrusively in pocket or handbag.

It is the Parker Duofold that has brought Paris, London and Berlin to the new world for their pen styles. Yet these same streamlined Parkers, with the same radiant non-breakable Permanite barrels and the same delightfully smooth points that write with Pressureless Touch, are made here in Canada. You can buy them right in your home city.

Go to the nearest pen counter and ask to see them.

THE PARKER FOUNTAIN PEN CO. LIMITED
TORONTO • • • ONTARIO

**Parker
Duofold**

\$5 \$7 \$10

Pencils to Match \$2.50 to \$5

100% BRITISH—MADE IN CANADA



Pictured—Parker's smart Burgundy and Black—Junior and Senior models, also Lady's size \$5 and \$7. Pencils to match, \$2.50 to \$1.25.